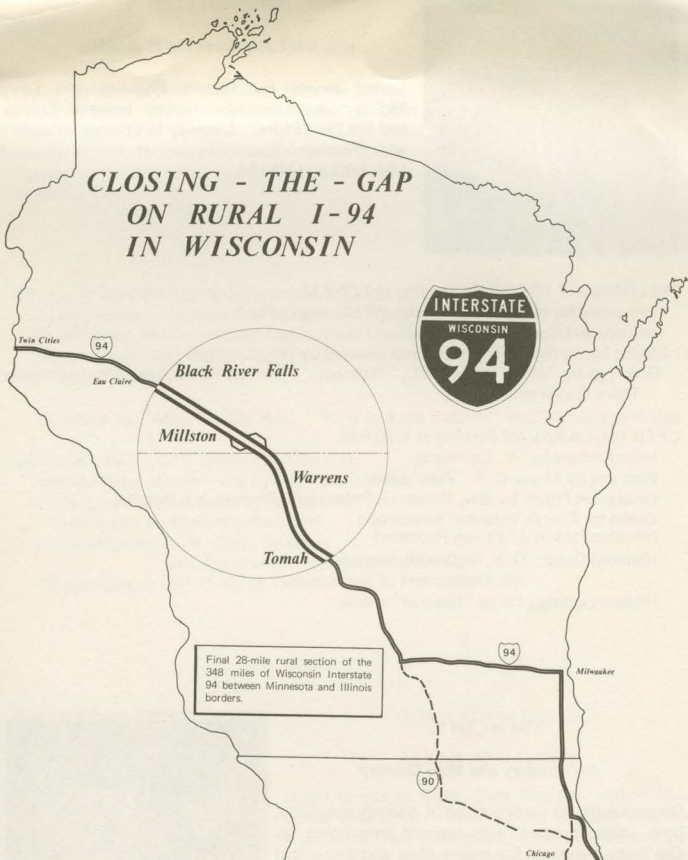


**CLOSING - THE - GAP
ON RURAL I-94
IN WISCONSIN**



Official DEDICATION Program
WEDNESDAY OCTOBER 30, 1968

TOMAH and WARRENS in MONROE COUNTY
MILLSTON and BLACK RIVER FALLS in JACKSON COUNTY

The Oasis Where the 'I' Divides



Direct service for Tomah, Wyeville, and Camp McCoy...approximately midway between Chicago and the Twin Cities...Gateway to Cranberry Country and Wisconsin Vacationlands...at the junction of I-94, I-90, and I-90-94...

PRELIMINARY PROGRAM Starting at 1:00 P.M.

Announcements by Del Lonnquist, WTMB newscaster

Military and Commercial Displays

Music by Tomah High School Band directed by Wm. J. Mellin

Greetings by "Alice," "Miss REC," "Smokey," "Princess Tomah" and Monroe County Dairy Queen and Princess

OFFICIAL CARAVAN Arriving at 1:20 P.M.

Introductions by Mr. Lonnquist

Welcome by Mayor C. E. "Pete" Bean

Dedication Prayer by Rev. George G. Robertson, Chaplain, VA Hospital

Colors by Tomah Veterans' Association

Introductions by Chairman Redmond

Honored Guest: D. N. McDowell, Secretary,
Wis. Department of Agriculture,

Ribbon-Cutting with an "I-opener" theme

I-94 at CTH "E"

In Cranberry and Moss Country

Direct service for Communities of Warrens and Kirby, both unincorporated, with national prominence for Cranberry industry, Sphagnum Moss and specialized cranberry harvesting equipment, plus area service in irrigation equipment and supplies...



PRELIMINARY PROGRAM Starting at 1:30 P.M.

Announcements by Mrs. Frederick Barber

Commercial Displays and Give-aways

Invocation by Rev. Ronald Kuka, First Baptist Church

Music by Tomah High School Cadet Band directed by David Weasler

Colors by Tomah American Legion

Greetings by "Alice," "Smokey" and Entourage, with "Centennial" Queen and Princess

OFFICIAL CARAVAN Arriving at 2:10 P.M.

Introductions and Welcome by Mrs. Barber

Introductions by Mr. Redmond

Tribute to Capt. Joseph B. Kube, U.S. Army, deceased

Honored Guest: Ralph J. Olson, Adjutant General
Wis. Department of Military Affairs

Firing Squad: Grassman-Sowle Post No. 201,
American Legion, Tomah

Ribbon-Cutting with a Boom!

Gateway to Black River State Forest

Direct service for Millston, "the Friendly Village," unincorporated and entirely surrounded by State-Owned Recreation Lands for Camping, Hiking, Sight-seeing, Hunting, Fishing and Snowmobiling. . . known nationally for Cranberries, pulpwood and Sphagnum Moss Products



PRELIMINARY PROGRAM Starting at 2:30 P.M.

Announcements by Assemblyman John Radcliffe
Conservation and Commercial Displays and Give-aways
Music, Colors and Chinese Gong by Melrose-Mindoro High School Band directed by George Amoth

Greetings by "Alice," "Miss REC," "Miss Jackson County" and "Smokey, the Bear"

OFFICIAL CARAVAN Arriving at 3:10 P.M.

Introductions and Welcome by Assemblyman Radcliffe
Activity by Millston Grade School Pupils
Introductions by Chairman Redmond
Honored Guest: L. P. Voigt, Secretary
Wis. Department of Natural Resources
Ribbon-Cutting with Outdoor Theme



I-94 at STH 54-USH12

In Black River Country

Direct service to Black River Country, with 4 Wonderful Seasons for Year 'Round Family Vacation Fun! More than 500 Square Miles to Roam and Explore on Fine Roads and Well-Marked Trails. . . with 600 Trailer Sites on State and County Lands. . .

PRELIMINARY PROGRAM Starting at 3:00 P.M.

Announcements by Gay Upton
Narrated Transportation Pageant
Concerts by visiting Bands
Music, Colors and Pompon Girls by Black River Falls High School Band directed by Al Perner
Greetings by "Alice" and Entourage and "Smokey, the Bear"

OFFICIAL CARAVAN Arriving at 4:00 P.M.

Introductions by Mr. Upton
Welcome by Mayor Oswald H. Johnson
Introductions by Chairman Redmond
Honored Guest: Bruce Bishop, Admin., Div. of Emergency Gov't. and Special Assistant to Secretary, Local Affairs and Development
Benediction by Rev. George P. Mathieu, St. Joseph Catholic Church
Ribbon-Cutting with "Red-Shirt" theme

PARADE Through Black River Falls at 4:45 P.M.

SINCE 1918. . .

One of Wisconsin's 'Main-Street' Highways

Dedication of the Tomah-Black River Falls section of Interstate 94 is more than a ceremony initiating a great transportation facility into public service.

It marks the high point of more than a century of progress through the Hwy. 12 corridor that the Interstate generally occupies. . . and the beginning of a new era for both I-94 and Hwy. 12.

A long history has led up to today.

Early territorial roads served several sections of this corridor between 1836 and '48 starting near the Illinois border but continuing only as far west as the "Dells of Wisconsin."

State roads completed the network in the 1848-86 period with a "Hwy. 36" established generally along the present Interstate-Hwy. 12 route to Tomah through Mauston-New Lisbon; via "Hwy. 66" through Millston to Black River Falls, and westerly on a variety of roads with a half-dozen designations to the Minnesota border at Hudson.

ON ORIGINAL STH SYSTEM

Modern progress began in 1918 when the Wisconsin Highway Commission, as directed by Chapter 175 of the Laws of 1917, laid out, established and marked the original, 5,000-mile State Trunk Highway System.

Hwy. 12 was on the original system -- all the way from the Illinois border near Genoa City to the Minnesota border at Hudson.

Along the route were the familiar cities including Tomah, Millston, Black River Falls, Eau Claire.

This original, 5,000-mile network has been enlarged from its present connections with all county seat communities and all cities with populations of 5,000 or more, to the present 11,600-mile network that serves every area of the state.

LEADERSHIP AND PROGRESS

Pioneer, modern and most recent progress has all depended upon farsighted, aggressive leadership -- much of it directed at finding ways to finance development.

From 1917 to '31, financing was achieved through federal funds, general property tax levies, appropriations from the state's general fund, proceeds from the sale of county bonds, revenues from motor license fees, and eontributions from local units of government.

The first motor vehicle fuel tax of 2-cents per gallon was established in 1925, increased to 4-cents in 1931, and to 6-cents in 1955.

The segregated highway fund was established in 1945 so that all funds received in connection with highway operations or for highway purposes could be earmarked for highway expenditure.

SOME KEY LEADERS. . .

During the past decade and a half, there have been many, increasingly significant developments that have helped make this day possible -- and two current leaders, Gov. Warren P. Knowles and Secretary of Transportation G. H. Bakke, have aggressively encouraged the key steps.

For example, in addition to making more funds available through the gas-tax increase, the 1955 state Legislature authorized establishment of a 2,200-mile state arterial system, and the Interstate Highway enabling legislation, recognizing Wisconsin's trend from a basic rural economy to a more urbanized status with greater demands for faster, long-distance transport.

Secretary Bakke was chairman of the Assembly Highways Committee during this 1955 session and has been active subsequently in this progress as a member and chairman of the State Highway Commission, and as the first Secretary of the Wisconsin Department of Transportation.

A FAR-SIGHTED DECISION

Governor Knowles, as a Senator and member of the 1953 Legislature, authored a bill which instituted a study to consider the feasibility of constructing a toll road to run roughly between St. Croix or Pierce counties near the Minnesota border and Rock, Walworth or Kenosha counties near the Illinois border.

Federal legislation to establish the Interstate System was then in the offing, several states had built or were contemplating building toll roads, and it was logical for Wisconsin to consider something similar.

The Wisconsin Turnpike Commission, created by the Knowles bill of 1953 found the proposal only partially feasible financially. At the time its report also called attention to the pending federal interstate highway legislation and recommended no state action until the new federal program was known. The Legislature subsequently authorized the

A MESSAGE. . .
from your State Highway Commissioners

WE, THE COMMISSIONERS of the Wisconsin Division of Highways, are proud to participate in the dedication of this section of I-194 between Tomah and Black River Falls.

We point with pride to the careful engineering, quality workmanship and functional beauty of this highway, as well as to the professional management of available highway user funds and the accelerated construction program that makes this development possible.

As individuals, we appreciate the opportunity that the total state transportation network affords the people of Wisconsin for improved economic and social progress.

To the local, county and federal officials, to the construction industry which cooperates so capably -- and, especially, to the citizens at large who make all this possible -- we express our gratitude and congratulations.

W. R. REDMOND, Chairman
B. O. BINNEY, Vice Chairman
V. L. FIEDLER, Secretary

INFORMATION

Completion of the Tomah-Black River Falls section of I-94 gives Wisconsin a total of 414 miles of its 458-mile allocation for the National System of Interstate and Defense Highways.

Final I-94 work will include a 2.5 mile closing section in midtown Milwaukee and a second bridge over the St. Croix River at Hudson. An alternate route around Milwaukee is provided by I-894.

The final rural section of I-94 in the state measures 27.68 miles between interchanges with USH 12 at Tomah and at Black River Falls. Construction work was undertaken by 12 prime contractors under 23 separate contracts for structures, grading, paving, rest area buildings, well drilling and signing.

Total cost of the new section is approximately \$15 million, including engineering, acquisition of rights-of-way

and construction. The first contract, for the Black River twin bridges, was awarded in August, 1966, and followed in early 1967 by contracts for all grading and remaining structures.

PRIME CONTRACTORS

L.G. Arnold, Inc., Eau Claire
Bacco Construction Co., Iron Mountain, Mich.
Neil C. Burmeister Co., Madison
Century Fence Co., Waukesha
Hoffman Construction Co., Black River Falls
Kluck Construction Co., Stevens Point
F. F. Mengel Companies, Wisconsin Rapids
Nelson Construction Co. (now Lunda) Black River Falls
The Parker Company, Appleton
Pertzsch Construction Co., Inc., and I. H. Pertzsch, Onalaska
Raemisch Construction Co., Middleton
E. Sperling & Sons, Iron Ridge

construction of the Interstate highway with 90 per cent federal monies on a toll free basis.

Governor Knowles and Secretary Bakke have cooperated during ensuing years in other developments such as the legislative adoption of a state freeways and expressways system in 1961 -- and, most recently, the accelerated highway construction program of 1965.

ACCELERATED CONSTRUCTION

The accelerated construction program provides financing, the essential of all highway progress, through an additional 1-cent per gallon gasoline tax for state arterial construction, and through authority for bonding to complete the Interstate.

The result is that Wisconsin has, as of today, 90 per cent of its allotted Interstate system open to traffic.

This section of I-94 has been completed between Tomah-Black River Falls at least three years ahead of what would have been possible without the far-sighted leadership and legislation.

Thanks to the remarkable completion record, Wisconsin appears to be in a good position for gaining additional Interstate mileage as authorized by the 1968 Congress.

So a new era begins. . .

Old Hwy. 12, for the moment, becomes something less than the over-burdened artery that it was for a half-century or more. But the service this great highway rendered to the people of Wisconsin cannot be forgotten.

Hwy. 12 will always be an essential highway, of course. Its future is full of potential. Already, a new Hwy. 12 freeway is under construction in southeastern Wisconsin. In the fairly early future, this will connect with I-90 south of Madison.

In the meantime, communities along the old Hwy. 12, served by interchanges with new I-90-94, are enjoying new economic development and continued success due, in large part, to improved transportation facilities.

And leaders in highway progress -- like Governor Knowles and Secretary Bakke -- are continuing their efforts to create a new era that will carry on the traditions of the past.

DEDICATION PROGRAM

and RIBBON-CUTTING CEREMONIES

General Theme: WE LIKE IT HERE!



Master of Ceremonies

WILLIAM R. REDMOND

Chairman of the Commission, Division
of Highways, Wis. Dept. of Transportation



Featured Speaker

The Hon. WARREN P. KNOWLES, Governor of Wisconsin

HONORED GUESTS

John R. Jamieson, Deputy Federal Highway Administrator, U.S. Dept. of Transportation
Washington, D.C.

Floyd L. Anthony, Deputy Regional Administrator, Federal Hwy. Administration, Homewood, Ill.

G. H. Bakke, Secretary, Wisconsin Dept. of Transportation, Madison



GOOD WILL EMISSARIES

Miss Bobbie Thoreson

Wisconsin's 21st "Alice-in-Dairyland"

Miss Sandy Meissner

"Miss National Rural Electrification"

(from Jackson County)

and "Smokey, the Bear"



PARADE MARSHALLS

Sheriff Dewey Reinstra, Monroe County

Sheriff Richard Miles, Jackson County

Capt. Perry Griffith, State Traffic Patrol, Eau Claire District

EXPECTED GUESTS OF DISTINCTION

State Senator Raymond C. Johnson, Eau Claire

Assemblymen Kyle Kenyon, Tomah, and John Radcliffe, Strum

B. O. Binney, Vice Chairman; V. L. Fiedler, Secretary; W. J. Burmeister, State Highway Engineer; H. L. Fiedler, LaCrosse District Engineer, all of the Division of Highways, Wisconsin Department of Transportation

R. H. Paddock, Wis. Div. Engineer; H. R. Keller, Dist. Engr., and R. G. Anderson, Area Engr., all of the U.S. Bureau of Public Roads

Virden E. Staff, Chief Highway Engineer, State of Illinois

N. Ted Waldor, Commissioner; John H. Swanberg, Deputy Commissioner; Richard P. Braun, Ass't. Commissioner, Minnesota Department of Highways

William H. Hedrich, President, and E. E. Hoebel, Executive Secretary, Wisconsin Road Builders Association

Carl Sorcic, State Bldg. Trades Representative, Wisconsin Federation of Labor, AFL-CIO

Lester M. McMullen, Chairman, Monroe County Board of Supervisors

Louis D. Primus, Chairman, Jackson County Board of Supervisors

SPECIAL LOCAL FEATURES include "We Like It/You Here" buttons, free samples of cranberries and juice, spruce seedlings, balloons and a PARADE through Black River Falls at 4:45 P.M. in which units will include the official caravan, the Queens and Princesses, "Smokey," units from neighboring communities, colors and High School bands from Black River Falls, Loyal, Melrose—Mindoro, Neillsville and Tomah, plus the Junior High Band of Black River Falls. EVENING ATTRACTIONS will include free venison-burgers, cheese and crackers, refreshments and a street dance.